

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional Convention + Visitor Bureau Contracts with Convention Center for Long-Term Bookings

**Jan. 25, 2013—Tacoma, Wash.**—The Tacoma Regional Convention + Visitor Bureau [TRCVB] has contracted with the Greater Tacoma Convention and Trade Center [GTCTC] to sell and book meetings and events that are at least 14 months away and include hotel room nights, following approval of the proposal Tuesday, Jan. 22 by Tacoma City Council.

“The TRCVB will remain an organization with a regional approach, as we continue to work with meeting planners and area businesses to bring meetings and events to the GTCTC and venues throughout Pierce County,” said Bennish Brown, TRCVB President + CEO.

Effective immediately, the TRCVB and GTCTC will work collaboratively. The convention center staff will continue booking short-term events.

The TRCVB currently has a sales team of three working to bring meetings business to Tacoma + Pierce County that focus on military, corporate, fraternal, religious, social, hobby and small group markets in addition to the tour and travel market. “Under our new agreement, we will bring on four additional sales positions, three of which will reside at the convention center, all working solely to fill the GTCTC space,” Brown said.

The new arrangement is based on a similar model to what many other cities have been doing. “It’s a natural fit for convention and visitor bureaus to directly secure new and recurring long-term business for convention centers,” said Kim Bedier, City of Tacoma Director of Tacoma Public Assembly Facilities. “The GTCTC is excited about our partnership with the TRCVB.”

The TRCVB will aggressively and cost-effectively attract and secure national, state and regional convention, conference, tradeshow and other event business to maximize the use of the GTCTC and increase the economic impact within Pierce County.

“It requires an aggressive approach to sales and marketing,” Brown said. “The convention industry is highly competitive, and we must be able to outsell other cities.” He also cautioned that there will be hurdles to overcome, including the recognized lack of hotel room inventory in the immediate vicinity of the convention center.

The TRCVB will provide and manage sales representation in Washington, D.C. as part of the extended team to attract and secure national market event business.

Carpenter Hospitality Services is helping to identify ideal candidates to begin in March. The positions are also posted on the TRCVB’s website at [www.traveltacoma.com/contact/career-opportunities](http://www.traveltacoma.com/contact/career-opportunities).

###

### About TRCVB

TRCVB is the official destination marketing organization for Tacoma + Pierce County, WA. As a leader in tourism, the TRCVB promotes and packages the destination to attract and meet the needs of meetings and conventions, group tours, special interest groups and the leisure traveler. For more information, visit [www.traveltacoma.com](http://www.traveltacoma.com).

### **For More Information Contact:**

Bridget Baeth, Director of Marketing + Communications  
[bridget@traveltacoma.com](mailto:bridget@traveltacoma.com)  
[253] 284-3267

Facebook.com/TravelTacoma  
Twitter.com/TravelTacoma  
YouTube.com/TravelTacoma  
where ART + NATURE meet

1119 Pacific Ave., Suite 1400  
Tacoma, WA 98402  
T [253] 627-2836  
F [253] 627-8783  
[traveltacoma.com](http://traveltacoma.com)

